

WASHINGTON, D. C., SATURDAY, MAY 13, 1916.

The Retail Merchants' Association of the District of Columbia
Invites all Maryland and Virginia Neighbors to

COME TO WASHINGTON!

The Most Interesting and
Beautiful City in all
the World for the
Sightseer

Rare Beauties of Capital
Are Owned by 100,000,000

Capital of Nation Keeps Doors Swung Wide for Citizens of
Whole Country—Streets and Public Buildings
Are Matchless.

With its magnificent government buildings, its long streets of stately shade trees, its myriad parks, its countless monuments, its miles and miles of attractive boulevards, and its attractive general appearance, Washington, the Capital of the Nation, justly deserves a position as one of the most beautiful cities in the world.

It is truly the City Beautiful, the city that every red-blooded American longs to see, the city that every person with a sense of the picturesque and the artistic wishes deep down in his heart he could claim as his own, his native city.

And the fine part of it all is that this City Beautiful, this fairland of wonders, can actually be claimed by every American citizen as his own—his very own. For the Capital of the Nation does not belong exclusively to the people who reside within the limits of the District of Columbia; it is the heritage of every individual who proclaims allegiance to the Stars and Stripes.

IS COSMOPOLITAN CITY.

And so it is that when a stranger comes to the City Beautiful, he feels not like a person alone in an unknown place, but rather like one of the absentee lords of a great dominion who has just cast eyes upon the rich treasure land which he himself has always in part owned, but never before seen. It is of necessity, then, a cosmopolitan city. Its population, in truth, is not the mere 350,000 souls registered in the police census, but rather the 100,000,000 people of the United States, who, although they do not maintain a permanent abode within the city's confines, nevertheless are in a sense its owners and its supporters.

No city in the world has such beautiful streets as the Capital of the Nation possesses. Lined on either side of the long, straight, well-paved boulevards are interminable rows of stately trees, whose restful green foliage in summertime converts the thoroughfares into shady bowers that a fair-land would be proud to boast. And through the rifts in the foliage may be caught picturesque vistas of domes and spires and monuments and scenic effects of unparalleled grandeur.

PARKS ANOTHER FEATURE.

The parks of the City Beautiful are as famous as its stately shade trees. At the intersections of the streets and avenues are triangular reservations with neatly trimmed greenwards, rainbow-hued garden plots, and rare and beautiful shrubs. But it is in the city's big parks that the real beauty is to be found. Here the enchantment that distance alone can lend adds to the wonders of the landscapes.

There is Rock Creek Park, with its many miles of driveways, its wooded spots, its pleasant valleys, its picturesque stream, its frequented bridle paths, and its grandeur contributed by the freedom of the open and the sweep of the vision.

There is also Potomac Park, which borders the river and from which one gets a vista through the Mall of the Capitol dome and a vista in the opposite direction of the famous old Lee mansion and perhaps a glimpse of the white tombs of the vast city of the dead, Arlington, with the lofty radio towers thrusting their steel frames high into the air against the background of blue sky. On one side of the park is the river, with its tugs, and barges, and yachts, and sailboats, and motorboats, and canoes; and on the other side is the Tidal Basin, a beautiful expanse of water, which aside from its rare aesthetic value, serves the utilitarian purpose of preventing stagnation in the lowlands of which it is a portion.

RARE BEAUTY IN MALL.

Then there is the Mall, the continuous stretch of open extending from the Capitol at the east to the White House and Monument and the uncompleted Lincoln Memorial at the west. Through the foliage of the trees that dot this park may be caught rare vistas of domes and turrets of the governmental buildings that face upon it.

The architecture of the city is as famous as its scenic effects. From scores of points about the city may be caught glimpses of the Washington Monument, rearing its tall, stately, white, unadorned shaft 555 feet into the air. The Library of Congress, with its dome of gold, its frescoed walls, its marble halls, its artistic finish, ranks among the most beautiful buildings in the world. The Capitol Building, aside from being of unusual interest because of the sessions of the Senate and House of Representatives and Supreme Court of the United States, is beautiful architecturally, and from its dome, more than 300 feet high, can be obtained a remarkable panoramic view of the city.

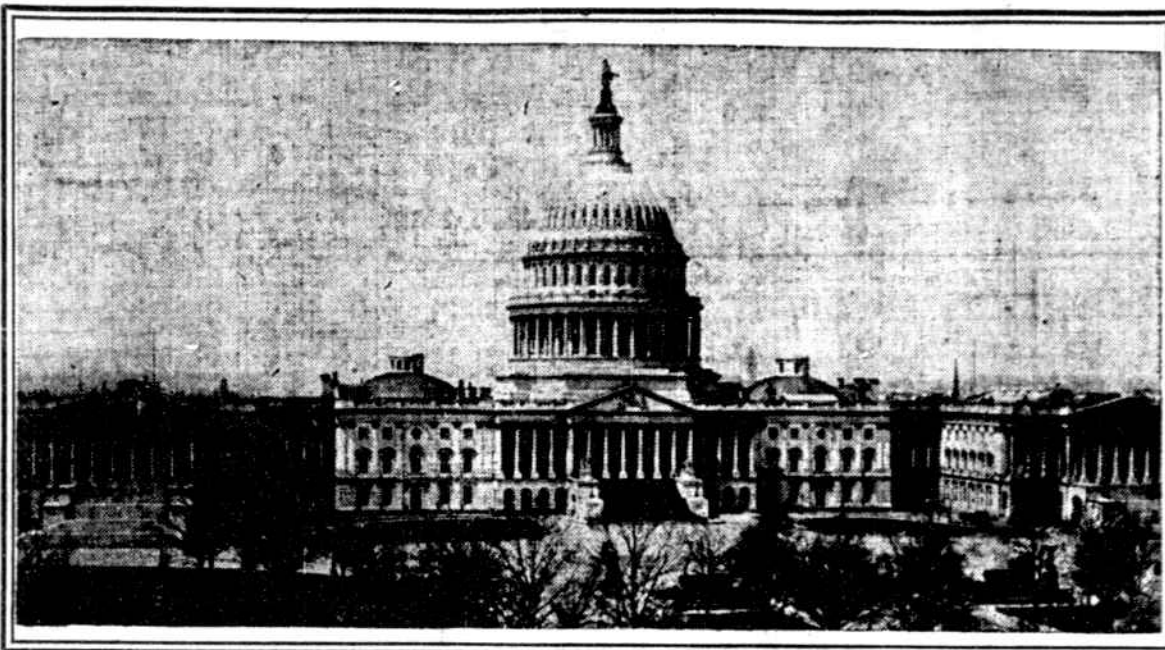
PAN-AMERICAN UNION.

The Pan-American Union Building, at the west end of the Mall, has been deemed by some architects the most beautiful building in the world. It is of Spanish architecture, with open interior court, from which marble stairways lead up to a gallery communicating with the rooms on the second floor. The court has the atmosphere of the tropics, with its luxuriant plants and flowers and its pretty, gay-colored macaws. A fountain murmurs from the center of the court.

Then there are the National Museum, the Smithsonian Institution, the Fish Commission, the Medical Museum, the Corcoran Gallery of Art, all of which contain intensely interesting collections. All of these buildings, together with the scores of other government structures, are open each day to visitors.

It is truly the City Beautiful, the city you long to see, the city that eventually you will see, the city that having seen you will want to see again. It is your city. You should make it yours in practice as well as in theory.

Your National Capital



The Participants in the Retail Merchants' Association Business Boosting Trip

- | | |
|--|--|
| <p>R. P. Andrews—R. P. Andrews Paper Company, 727 Thirteenth street northwest.</p> <p>Russell O. Bean—Government Printing Office.</p> <p>Joseph Berberich—R. Berberich's Sons, boots and shoes, 1116 Seventh street northwest, and 312 Pennsylvania avenue northwest.</p> <p>G. Joseph Sworzyzn—M. Sworzyzn & Son, tailors' trimmings and supplies, 1219 G street northwest.</p> <p>Frank Geraci—L. Geraci, tailor, 1235 G street northwest.</p> <p>Philip Herrmann—House & Herrmann, furniture and carpets, Seventh and I streets.</p> <p>George P. Killian—George P. Killian Company, paper box manufacturers, 422 Pennsylvania avenue.</p> <p>Anton Stephan—Dulin & Martin Company, Inc., china, glassware and house furnishings, 1215 F street northwest.</p> <p>Richard L. Lamb—Lamb & Tilden, rubber stamps, seals, brass signs, 725 Thirteenth street northwest.</p> <p>T. Lamar Jackson—Winton Automobile Company, Fourteenth and R streets northwest.</p> <p>Leroy Mark—Leroy Mark, Inc., insurance, Colorado Building.</p> <p>M. A. Leese—M. A. Leese Optical Company, manufacturing optician and photo supplies, 614 Ninth street northwest.</p> <p>E. G. Hines—E. G. Hines, jeweler, 921 F street northwest.</p> <p>Julius Lansburgh—Julius Lansburgh Furniture and Carpet Company, 512 Ninth street northwest.</p> <p>Ward Savage—The Indian Restaurant, Ninth and E streets northwest.</p> <p>William D. Barry—William D. Barry, restaurant, 2008 Fourteenth street northwest.</p> <p>A. McQueen—National Publishing Company, printers, 1222 H street northwest.</p> <p>Henry Lansburgh—Lansburgh & Brother, dry goods, 429-30 Seventh street northwest.</p> <p>E. J. Killian—Franklin Laundry, 508 Thirteenth street northwest.</p> <p>Theodore Picard—S. Kann Sons & Company, department store, Eighth and Pennsylvania avenue.</p> <p>Charles F. Crane—Crane Printing Company, 113 Thirteenth street northwest.</p> <p>E. C. Graham—National Electrical Supply Company, 1324 New York avenue northwest.</p> <p>J. S. J. Clark—Security Cement and Lime Company, Colorado Building.</p> <p>S. Fred Hahn—Hahn & Company, boots and shoes, Seventh and K streets northwest, 223 Pennsylvania avenue southeast, 1914-16 Pennsylvania avenue northwest.</p> <p>Morris Simon—Young & Simon, Inc., law real estate and general insurance, 1214 New York avenue northwest.</p> <p>Isaac Gane—Saks & Company, everything to wear for men and boys, Seventh and Pennsylvania avenue northwest.</p> <p>M. D. Rosenberg—General counsel Retail Merchants' Association, Bank of Commerce and Savings Building, Seventh and E streets northwest.</p> <p>Louis Levy—Frasse-Potomac Laundry, Eighteenth and D streets northwest.</p> <p>Nell B. Wolcott—O. J. DeMott & Company, pianos, player-pianos and Victrolas, Twelfth and G streets northwest.</p> <p>F. P. Wilcox—Elite Laundry Company, 2117-19 Fourteenth street northwest.</p> <p>F. P. Avelar—Elite Laundry Company, 2117-19 Fourteenth street northwest.</p> <p>John A. Hamilton—Chicago Pneumatic Tool Company, Little Giant Trucks, 471 Missouri avenue northwest.</p> | <p>John H. Rupert—Retired merchant, 231 N street northwest.</p> <p>G. W. Bonnette—Manhattan Laundry Company, 1316 Florida avenue northwest.</p> <p>William F. Brice—Star Laundry Company, 1215 Fourteenth street northwest.</p> <p>Charles Jacobson—Arlington Bottling Company, 2322 I street northwest.</p> <p>Charles Howser—E. F. Droop & Sons Co., pianos, Victrolas and musical instruments, Thirteenth and G streets northwest.</p> <p>John Poole—Federal National Bank, Fourteenth and G streets northwest.</p> <p>S. Zirkin—H. Zirkin, furrier, 821 Fourteenth street northwest.</p> <p>Sidney West—Sidney West, haberdasher, Fourteenth and G streets northwest.</p> <p>M. J. Falvey—Monuments, granite and marble, 922 Eleventh street northwest.</p> <p>Joseph L. Shipley—Gibson Bros., Inc., printers, 1212 I street northwest.</p> <p>Paul Leibell—Paul Leibell, Inc., importer ladies' tailor, 1215 G street.</p> <p>G. V. Buck—G. V. Buck, photographer, 1115 F street northwest.</p> <p>George Wainwright—Prudential Life Insurance Company, Commercial National Bank Building.</p> <p>John C. Detweiler—Judd & Detweiler, Inc., printers, 420 Eleventh street northwest.</p> <p>Julian Goolsby—Judd & Detweiler, Inc., printers, 420 Eleventh street northwest.</p> <p>George S. DeNoble—S. Kann Sons & Co., department store, Eighth street and Pennsylvania avenue.</p> <p>Claude E. Miller—Miller Bros. Automobile and Supply House, 61-81 Pierce street northeast and 1403 H street northwest.</p> <p>Henry Cunningham—Miller Bros. Automobile and Supply House, 61-81 Pierce street northeast and 1403 H street northwest.</p> <p>S. A. Kimberly—American Ice Company, 147 Pennsylvania avenue northwest.</p> <p>Adolph Lochl—Adolph Lochl, restaurant, 1203 Pennsylvania avenue northwest.</p> <p>Joseph Strasburger—Strasburger's Family Shoe Store, 210 Seventh street northwest.</p> <p>Jacob Elsenman—M. Elsenman & Bros., dry goods, 806 Seventh street and 1824 Pennsylvania avenue.</p> <p>Dr. J. J. Kaveney—Physician, Sixth street and Pennsylvania avenue southeast.</p> <p>Ernest E. Herrell—The Merchants' Bank, 1414 F street northwest.</p> <p>H. B. Chase—Stephenson & Bro., coal, Seventh Street Wharf.</p> <p>D. L. Barnard—A. Eberly's Sons, Inc., stoves and ranges, 718 Seventh street.</p> <p>J. C. Ward—A. Eberly's Sons, Inc., stoves and ranges, 718 Seventh street.</p> <p>Frank Baur—Detective, Metropolitan Police Department.</p> <p>John Lane Johns—Fidelity and Deposit Company of Maryland, Riggs Building.</p> <p>August Brill—Anheuser Busch Brewing Company, Delaware avenue and E street southwest.</p> <p>John P. Slaven—Chesapeake and Potomac Telephone Company, 722 Twelfth street northwest.</p> <p>Leroy Livingston—Hood Automobile Tires, Fourteenth and Corcoran streets.</p> <p>Louis Hodges—Louis Hodges, Restaurant, 107 Ninth street northwest.</p> <p>Edwin Hutchinson—Judd & Detweiler, Inc., printers, 420 Eleventh street.</p> <p>J. C. McLaughlin—Potomac Electric Power Company, 231 Fourteenth street northwest.</p> <p>Charles R. Brown, Thomas J. Fisher & Company, Inc., real estate, insurance and insurance brokers, 735 Fifteenth street northwest.</p> <p>William L. Miller, Thomas J. Fisher & Company, Inc., real estate, insurance and insurance brokers, 735 Fifteenth street northwest.</p> <p>Joseph Cohn, The Washington Times, Washington, D. C.</p> <p>E. T. Finigan, American Multigraph Sales Company, 1411 G street northwest.</p> <p>Harry Coffman, American Multigraph Sales Company, 1411 G street northwest.</p> <p>Harry M. Bedell, Bedell Manufacturing Company, mattresses and bedding, 616 E street northwest.</p> <p>A. J. Rose, paper ruling and book binding, 735 Thirteenth street northwest.</p> <p>R. S. Clements, R. S. Clements, photographers, 454 Pennsylvania avenue northwest.</p> <p>J. Crosby McCarthy, The Evening Star, Eleventh and Pennsylvania avenue northwest.</p> <p>Walter Coates, advertising staff, The Evening Star, Eleventh and Pennsylvania avenue northwest.</p> <p>C. K. Berryman, The Evening Star, Eleventh and Pennsylvania avenue northwest.</p> <p>William D. Griffith, W. W. Griffith, coal, wood, ice, First and N street east.</p> <p>John M. Dugan, Witt-Will Company, Inc., motor trucks, 52 N street northeast.</p> <p>Triland Clear, The Washington Herald, 425 Eleventh street northwest.</p> <p>Edwin Hahn, William Hahn & Company, Seventh and K streets northwest, 233 Pennsylvania avenue southeast, 1914-16 Pennsylvania avenue northwest.</p> <p>Ralph Kelly, The Washington Post, D. P. Collins, D. P. Collins, produce and poultry, 213 Tenth street.</p> <p>Charles B. Lyddane, Federal National Bank, Fourteenth and G streets northwest.</p> <p>C. P. Bennis, Underwriters' Association of the District of Columbia, Woodward Building.</p> <p>F. W. Plugg, Washington Tobacco Company, 917 E street northwest.</p> <p>A. Wade Wells—Bradford's Detective Service, Southern Building.</p> <p>Appleton P. Clark, Jr., architect, 856 Fourteenth street northwest.</p> <p>H. T. Cowling—Chief photographer, Reclamation Service.</p> <p>Chas. J. Columbus—secretary, Retail Merchants' Association.</p> <p>J. M. Stoddard—The Cook & Stoddard Company, automobiles, 113 Connecticut avenue.</p> <p>Albert S. Gately—Lincoln National Bank, Seventh and D streets.</p> <p>E. C. White—Miller Bros. automobile and supply house, 1405 H street northwest.</p> <p>W. Croswell Whitts—Percy S. Foster Piano Company, 1220 G street northwest.</p> <p>F. L. Harvey—Cutter-Kelly-Springfield Rubber Tires, 518 Fourteenth street northwest.</p> <p>James Owens—Wolf's Head—Packard Oil, 401-3 South Capitol street.</p> <p>Ralph W. Lee—real estate and insurance, Commercial National Bank Building.</p> <p>John Loughran—D. Loughran, Inc., tobacconist, 1347 Pennsylvania avenue.</p> <p>H. E. Doyle—Thos. J. Fisher Company, Fifteenth and H streets.</p> |
|--|--|

The Nearest and Best Shopping
Center for Lower Maryland
and Upper Virginia
Counties

Rare Opportunities Given
For Buying in Washington

Retail Merchants Offer Unusual Advantages for Shoppers of
Every Class and Degree—Within Reach of
All Nearby States.

"Buy in the National Capital."

This is the slogan of the Retail Merchants' Association of Washington. But it is not an arbitrary slogan. There are *many* of good reasons why you should buy in the National Capital. You should buy in Washington, not solely because the National Capital's merchants want you to, but because you yourself will profit by it.

The merchants of Washington cater not alone to the residents of the District of Columbia, but also to the people of Virginia and Maryland, and even States that are farther away. The National Capital is the logical shopping center for the people particularly of the Lower Maryland and Upper Virginia counties.

INVITATION TO SHOP HERE.

To the residents of Virginia and Maryland, and especially to those persons dwelling in the counties that border along the Potomac River and its tributaries, the merchants of Washington extend a most cordial invitation to shop in the City Beautiful.

In the first place, because of its prime importance, Washington merchants have exactly what you want. There is not another city the size of Washington that is provided with so many stores—little shops dealing exclusively in this thing and that thing and mammoth establishments that cater to every human need. Only in the Capital of a great nation, only in a cosmopolitan city such as Washington, could they exist. The world's largest cities, with their populations daily augmented by whole townfuls of transients, do not provide the proportionate store accommodations that exist right here.

GOOD SHOPPING FACILITIES.

Washington has some of the largest and most fully equipped department stores in this section of the country. Its wholesale dealers are numerous. Its retail merchants are counted by the hundreds. The shopping facilities are modern and are designed especially for the convenience of the purchasers. The city's principal stores are grouped within a business area that is easily traversed, making all the establishments equally accessible.

And then the prices! The price is a thing of primary importance. For in addition to desiring quality, the very best quality, every person likewise demands a reasonable price. Now the prices prevailing in Washington are as low and in some cases even lower than those in other big cities of the East and South. The merchants of Washington have long boasted their ability to sell goods of similar quality as cheap as do the merchants of New York, Philadelphia and Baltimore.

IS READILY ACCESSIBLE.

Then, Washington as a shopping center is accessible. Railroads stretch their iron arms here and there to all sections of Maryland and Virginia. And for those persons living along the Potomac and its tributaries, the river boat service, cheap and dependable, offers an attractive route to the City Beautiful. The Capital is extremely accessible to those persons who are fortunate enough to own automobiles. Most of the roads in Maryland and many of those in Virginia are well adapted for motoring, and just as in the ancient days all roads led to Rome, so in this present day we should think of every road leading to Washington, the Capital, the City Beautiful, the logical shopping center.

The expense of a trip to Washington is but slight. But, of course, you want some justification for making that expenditure. You want to be convinced that a trip to the city is worth even the little bit of money that you spend for transportation. In the first place, the amount of money you spend for travel will be more than repaid by the money that you will save on all your purchases made while in the city. And then again, you can make your trip a sightseeing as well as a business journey.

FOR BUSINESS AND PLEASURE.

To combine pleasure with business is the ideal situation. It is the golden end toward which all should strive. For when pleasure is mingled with business, business loses much of its dullness and becomes a sort of pastime. Now here is your opportunity. A trip to the Capital will enable you not only to visit the biggest and finest stores of the South and East and to obtain exactly what you want at prices as low as elsewhere, but also to see the wonders of what is truly the City Beautiful, the city of magnificent buildings, of attractive parks, of shaded boulevards, of notable people, of cosmopolitan atmosphere. These wonders, these beauties, these opportunities await you. You should accept this invitation to shop in Washington.

No person need ever feel lonely in Washington. It is the city that belongs to Virginians and Marylanders as well as to the residents of the District. It is the city of welcoming hearts and glad handshakes. It is the city where the people from all parts of the country meet as in a common home to enjoy the wonders of what is really their city.

PERSONAL VISIT NOT NECESSARY.

But should for any reason an out-of-town resident find it difficult or impossible to visit the City Beautiful, the logical shopping center, because of illness, or lack of time, or whatnot, there still is no reason why he should not buy in Washington. In this age of parcel post, long-distance buying has become a popular method in the business world.

A letter to a Washington firm will bring you prices, rates, quotations, circulars, booklets, catalogs—all the information a purchaser demands. Then the buyer can make his selection, just the same as though he were in the Washington store, send his order by mail, and receive the goods promptly either by parcel post or express. And this is not buying a pig in a bag, either. For Washington merchants stand for reliability and honest advertising and truthfulness and fair dealing above all other things.

You cannot escape the call. You must hear the clarion note. It says: Buy in the National Capital. It is for your own good. You must obey. Your reason urges you. You will do it, of course you will.

INDEX TO ADVERTISEMENTS

DEPARTMENT STORES.		
Woodward & Lothrop.....	Page.....	9
Palais Royal.....	Page.....	4
S. Kann & Sons Co.....	Page.....	18
Lansburgh & Brother.....	Page.....	13
Goldenberg's.....	Page.....	16
King's Palace.....	Page.....	23
Behrend's.....	Page.....	23
People's Dept. Store.....	Page.....	4
SHOE STORES.		
Berberich's.....	Page.....	3
Wm. Hahn & Co.....	Page.....	13
Hirsch's.....	Page.....	14
Walk-Over.....	Page.....	2
Palais Royal.....	Page.....	24
MEN'S STORES.		
Model Clothes Shop.....	Page.....	13
Togary Shop.....	Page.....	14
FURNITURE STORES.		
House & Herrmann.....	Page.....	28
Hub Furniture Co.....	Page.....	5
Lansburgh Furniture Co.....	Page.....	21
BAGGAGE.		
Topham Trunk Co.....	Page.....	12
WOMEN'S SPECIALTY STORES.		
Levertson's.....	Page.....	5
Erlebach's.....	Page.....	7
Kafka's.....	Page.....	2
Giddings.....	Page.....	5
DRUG STORES.		
O'Donnell's.....	Pages 20, 23	
Christian's.....	Page.....	2
MEN'S STORES.		
D. J. Kaufman.....	Page.....	18
Grosner's.....	Page.....	28
Parker-Bridgett.....	Page.....	13
Saks & Co.....	Page.....	28
AUTO DEALERS.		
Record Auto Co.....	Page.....	18
Le Roy Livingston.....	Page.....	26
Circle Tire Co.....	Page.....	26
Irvin T. Donohoe.....	Page.....	26
Miller Bros.....	Page.....	26
H. B. Leary.....	Page.....	25
American Tire Sales Co.....	Page.....	27
Crow Motor Sales Co.....	Page.....	21